

The SIGN Guide 2017: Improve Sales with the Help of Our Catalog

Our catalog, The SIGN Guide 2017, is going to mail out as we speak! In our catalog, you will find many examples of different types of signs we manufacture, color selections and specifications that you might not find anywhere else! This month, we've decided to dedicate our Tip of the Month to how to most effectively use this catalog.

On the first page, you'll find our contact information as well as our standards of service. On the next page, you will notice our service and benefits of what we provide, such as our new app and what to expect from it, our website, and the Instant Quoter. If you haven't taken advantage of these, you are missing out! On the same page, we advertise our Sales Kit. This is a wonderful addition to your sales presentation and it includes a full-size illuminated channel letter, various trim samples, and color books to show your customer or keep as a reference for yourself. If you have any questions or would like to order a Sales Kit, call us today at (800) 544-6381 or e-mail us at sales@signfab.com.



After the introduction pages, are the product pages. These pages feature the specifications, color options and examples of signs. Below is an image of pages 3 and 4 in our catalog.

These pages are great for referencing when customers ask you questions. They include everything from standard sizes of acrylic and trim to the suggested aluminum thickness and return sizes. Hardware and mounting options are also listed. Color options at the bottom of the pages refer to the signs on that page or page spread. You won't find the reverse channel colors on a standard channel letter page. This makes it easier to show some of the most common color options directly to your customers without having to flip through several pages to get to the larger color charts. You can reference that color on the same page with the same type of sign.

After the main product pages, we have a section dedicated to mounting and electrical options. This is a wonderful tool for seeing just exactly what mounting options we offer, and of course, if you ever have any custom questions that you can't find an answer to in our catalog, feel free to contact us for more information.



Next in the catalog are the color pages. These are similar to the color selectors on the product pages, but these only focus on the colors of each type of product – from the acrylic to the raceway. Colors we stock, plus additional colors are on these eight pages. You can now show your customer a close representation of a color they have in mind by simply flipping through these pages.

Printing processes may cause misrepresentations of color swatches so keep that in mind. These are almost exact representations of the color swatches; however, for actual color references, simply call or e-mail us for a sample. We have a wide variety of colors that are great on most signs.

The next 14 pages are dedicated to our sign examples and descriptions. These are just a handful of what we are capable of manufacturing and can be used as inspiration for your signs!

The sign on the right was pulled straight out of the catalog to show what information is provided on each example. We list everything from what type of sign it is, down to the color of the raceways. This is another great way to see how certain colors may look together or figure out what type of sign would best match the project at hand.



Welded D/F Blade Sign - Self-Contained

Faces: 2447 White with 2500-131 Gold Metallic with multiple colors of vinyl, IRON HORSE COFFEE COMPANY – 2500-33 Red; Circle Logo – 7328 White with 2500-25 Sunflower & 2500-22 Black

LEDs: White

Return: Black and White

The next two pages are dedicated to raceway and remote installations and our fabrication limitations. Be sure to check this page out - it has very helpful information about placing seams, faces on large signs and how they may be damaged due to installation and lining up seams on large mounting patterns. Also included is information on letter size and stroke width to help with artwork before sending it to us.

Next we have our sales information which includes more in-depth contact information, our Terms of Sale, artwork specifications, order procedure, and warranty terms. Our warranties page was updated so be sure to take a look so you don't miss anything. These are excellent to keep around and reference when necessary. After the additional information pages, we have our sign glossary, which defines some of the most popular terms in the sign industry.

We put a lot of time into our catalogs so we can provide you with as much information as we can. We want to support each and every sign company because you are our supporters and we are here to help you. If you can't find the answer you're looking for in our catalog, don't hesitate to contact us! We're always a phone call or e-mail away. Thank you for your business and keep an eye out for The SIGN Guide 2017 that's mailing out soon!

